

Mississippi Tourism Development

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Avanti Travel Announces New Division

Jackson, MississippiX Curtiss M. Brown, president of Avanti Travel Inc., announces the creation of a new receptive operation, *Southern Renaissance*, a Destination Management Company. This new division was created as a result of the rapidly growing interest in the South as a destination by the international travel market and the domestic travel market.

Southern Renaissance DMC, offers travel programs within the Southern states from various gateway cities. The programs are diverse and include; Group Travel, FIT, Special Interest, Incentive Travel, Meeting and Conventions and Orientation programs for companies who have employees relocating to the South.

A We saw there was a need for our service to international tourists. Travelers visit the South for a variety of reasons and our itineraries reflect these unique interest. There is no question that traveling in the deep South is discovering the true America, where genuine hospitality and time honored traditions are a way of life, ≡ said Brown.

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